

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the dangers of media consolidation.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard.

We see the bias. When large corporations that support the Republican National Committee start dictating what their stations have to air. Wow. If I had a boss like that I would resign.

We promise you that if Channel 18 and 24 in Milwaukee air this program we will never watch these channels again. We plead with you. Make the right choice. Please choose integrity, not lies

Sincerely,
Brian and Peggy Pierotti